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More Light

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By U. S. Gutta Percha Paint Co.

STUTTGART PAINT MFG.
PHILADELPHIA

The modern well-lighted plant is
a "Barreled Sunlight" plant.

THE RICE PROCESS WHITE

The original and standard. The only oil paint with a glossy, tile-like finish.

U. S. GUTTA PERCHA PAINT CO.

Originators of the "Mill White Idea"

PROVIDENCE, R. I. U. S. A.

The value and necessity of daylight

The modern industrial plant, with its intensive indoor life, demands the greatest amount of daylight illumination obtainable.

Illuminating engineers are constantly calling our attention to industrial losses — fatigue, spoilage, accidents, poor sanitation, etc., due to defective lighting.

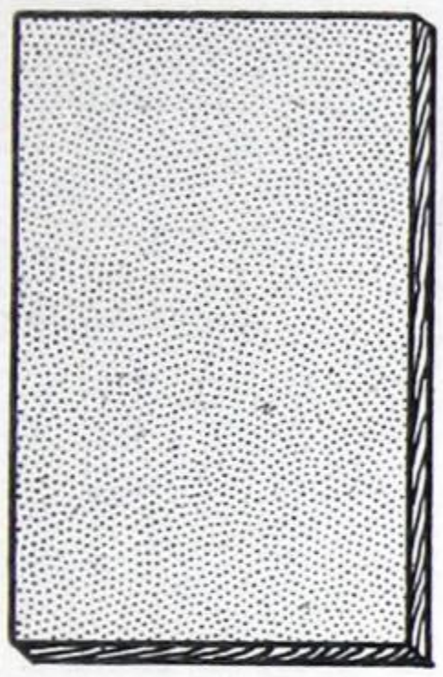
Daylight illumination improves plant conditions in many ways. It inspires the workman to his utmost and reduces eyestrain to a minimum. It makes for alertness, cheerfulness and contentment, and greatly reduces the percentage of defective work. In many lines of industry, food preparing plants for instance, the sanitary effect of light is an important factor. Where there is good light there will be cleanliness.

How to get the most of daylight
and
How to retain it after you get it

It is not a question of whether such illumination is desirable, nor only a question of how to get the most of it, but how to retain it after you get it.

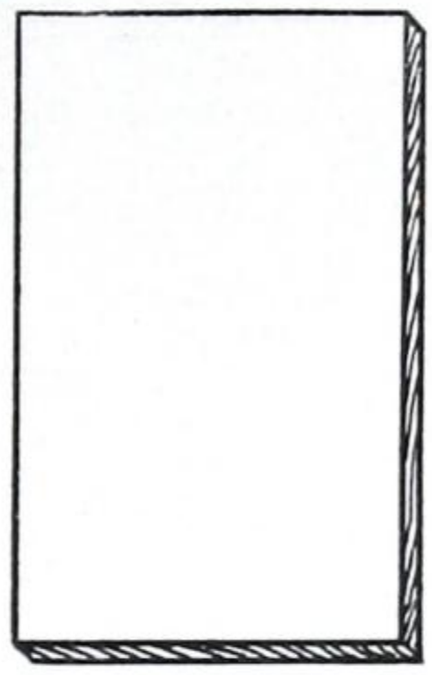
The two panels reproduced on the opposite page were both white, like the one on the right, when the paints were first applied. They were then exposed for one year under identical factory conditions.

What time does to white paint



"Flat" or "Egg-Shell" Mill White

Do you want your factory walls to look like the panel on the right at the end of a year, or are you content to see them dingy like the one on the left?



"Barreled Sunlight" Lustre

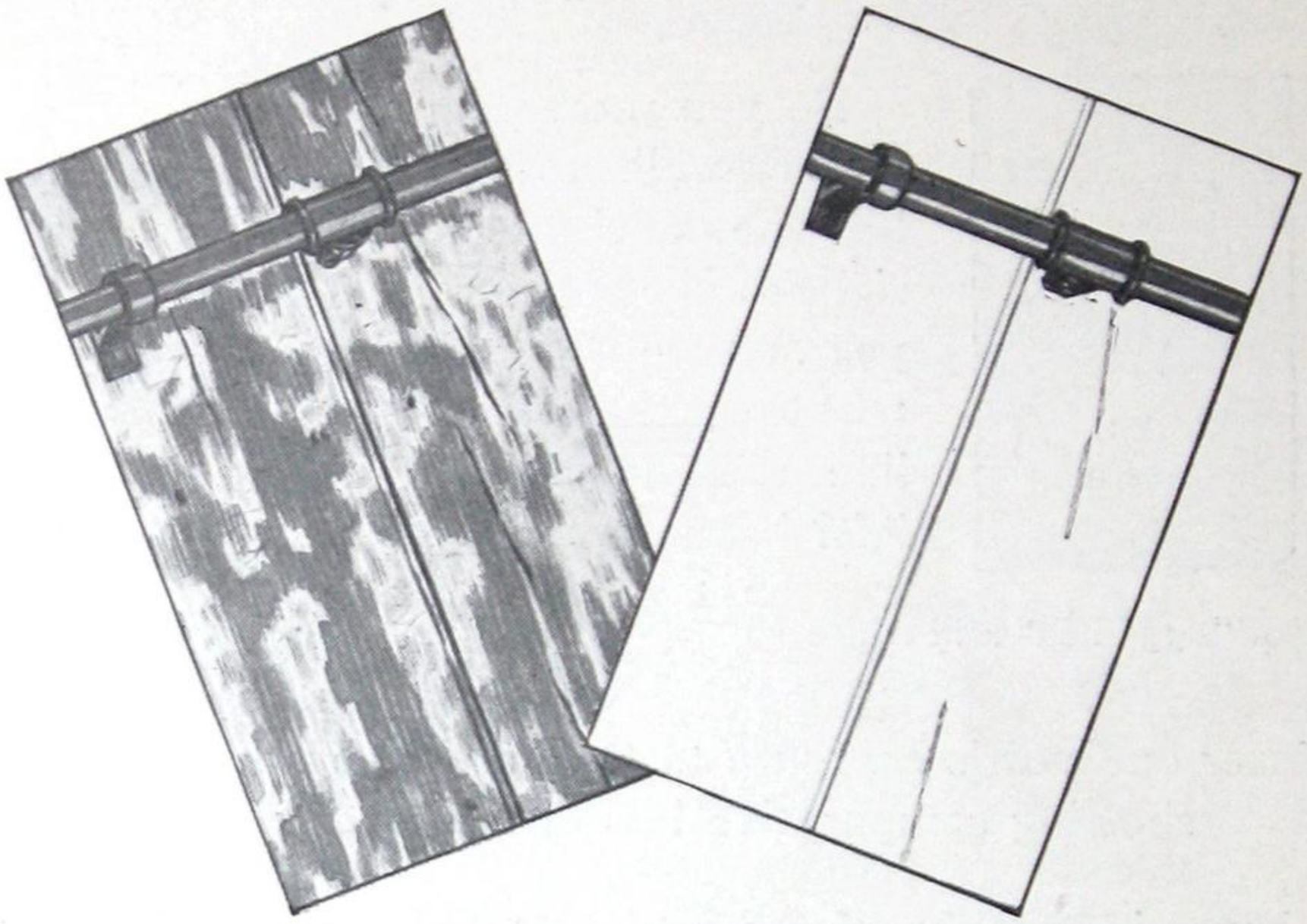
After one year's exposure to normal factory conditions—
showing comparative loss of reflecting power.

Photomicrographs of flat and egg-shell finish paints show them to have a rough, porous surface. Countless small pores are always ready to collect and hold stray particles of dust and dirt. Washing will only free a small amount of these particles. That is why dull finish paints can never be thoroughly cleaned.

Even under a high power lens the surface of "Barreled Sunlight" is smooth and even. Not only does the "Rice Process" remove the tendency to turn yellow, but it also produces a lustrous, dirt-resisting finish that will retain its light-reflecting finish the longest possible time.

Extract from letter of Becker Milling Machine Company, Hyde Park, Massachusetts

"We wish to call your attention to the fact that five years ago we used "Barreled Sunlight"—the Rice Process White—for painting the inside of our factory and it looks like new today. The paint holds its gloss, and dirt and dust will not stick to it like other paints."



The board on the left shows what happens when you use a cold-water paint on ceilings and walls. It flakes and scales off with the jar of machinery and soon needs costly repainting.

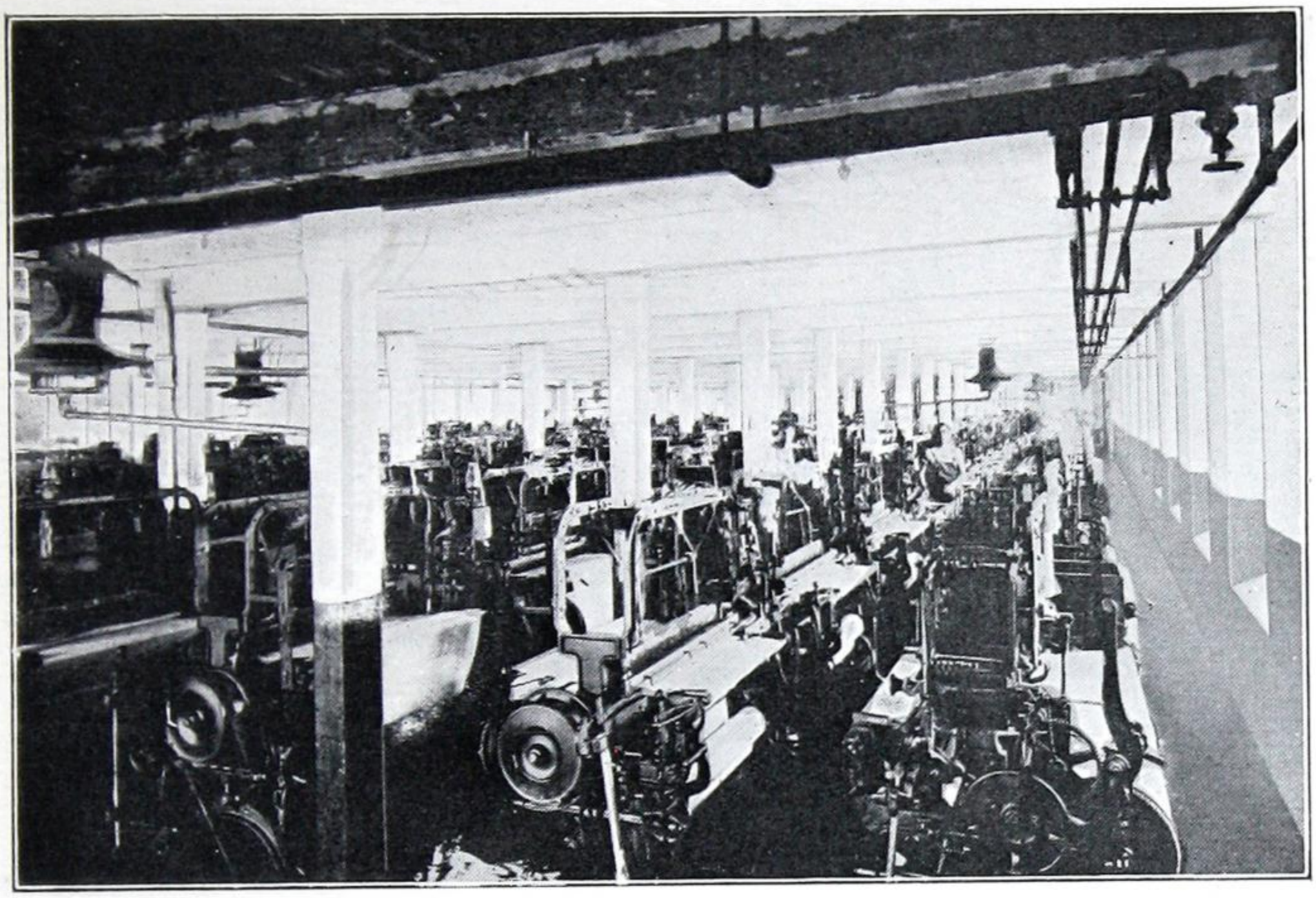
On the right, the same board is shown, the old cold-water paint having been covered with Barreled Sunlight—the Rice Process White.

The development of the "Mill White" idea

Years ago, whitewash and cold-water paint were used on the interiors of mills, but the flaking and scaling of ceilings and walls coated with cold-water paint was annoying and expensive, since the dust injured both machinery and products.

The inconsistency of erecting buildings at great cost and then coating the interiors with such cheap materials is obvious.

The breaking away from all established formulas and methods of manufacturing paint, the discovery of a "vehicle" from which the tendency to turn yellow has been removed, and which would at the same time combine with pigments to form a practically imperishable surface, was a work that required more than ten years' time, and which eventually

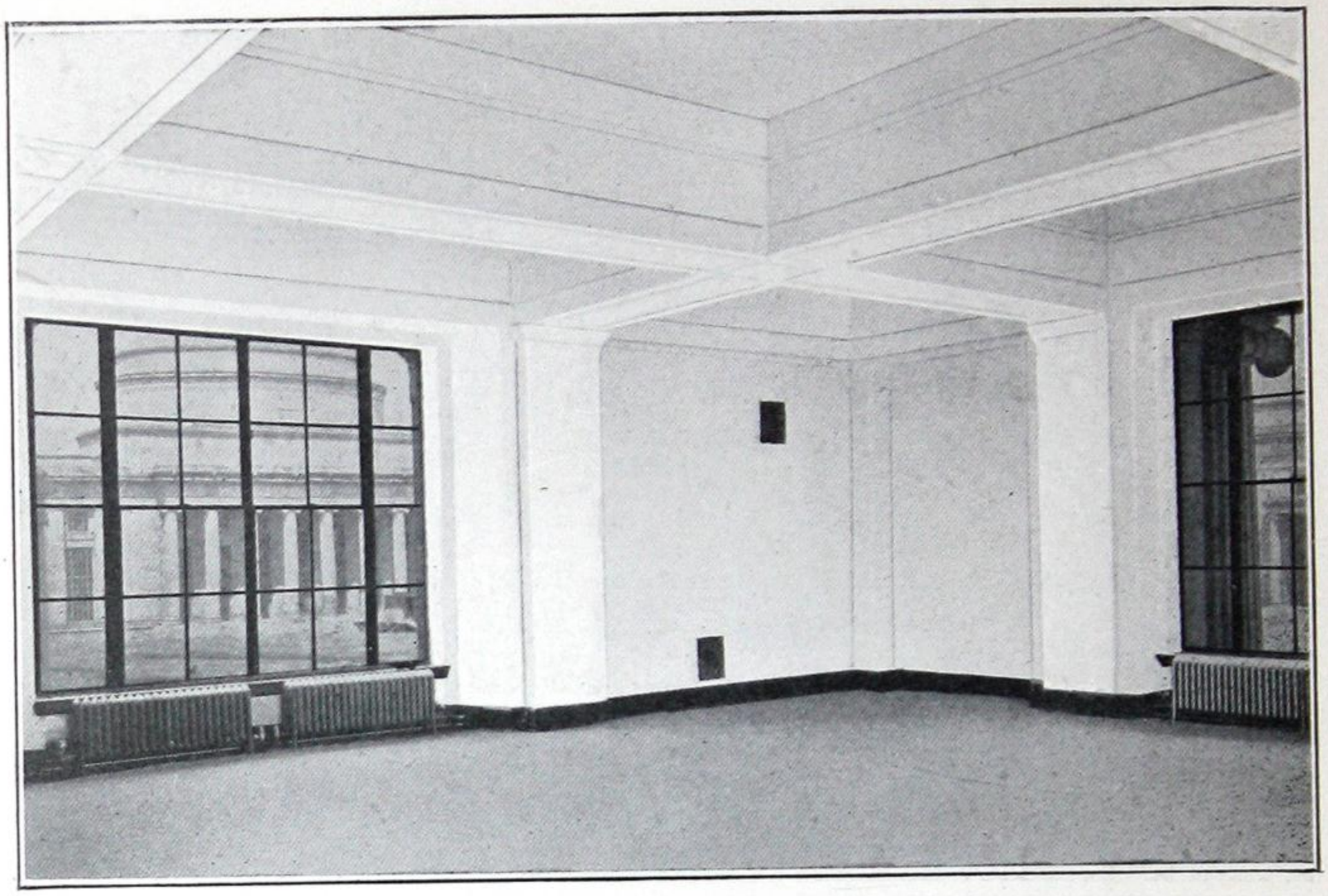


SHOWS THE NEW WITH THE OLD — very strikingly and truly compares results of Barreled Sunlight and old cold water paint. Beam in foreground with its dingy, scaling surface shows condition of room after continuous applications of cold-water paint. The scaling and flaking nuisance was permanently stopped by using Barreled Sunlight, and a white, tile-like surface secured.

resulted in the perfection of "Barreled Sunlight"— the Rice Process White.

An important step forward was thus taken. Plant managers were then enabled to coat the interiors of their plants with a lustrous finish, sanitary and dirt-resisting, without the danger of flaking and scaling, and without the fear of the yellowing so characteristic of lead and oil paints. At the same time, its light-reflecting qualities reflect every ray of natural as well as artificial illumination to every corner.

"Barreled Sunlight" is as clean as it is bright. Its firm yet elastic surface will not crack or scale. It expands and contracts with temperature changes, maintaining its smooth surface despite vibration. It can be washed like a china dish. It is germ-proof and non-poisonous. It does not collect dirt and dust, thereby losing its efficiency as a light-reflecting medium.



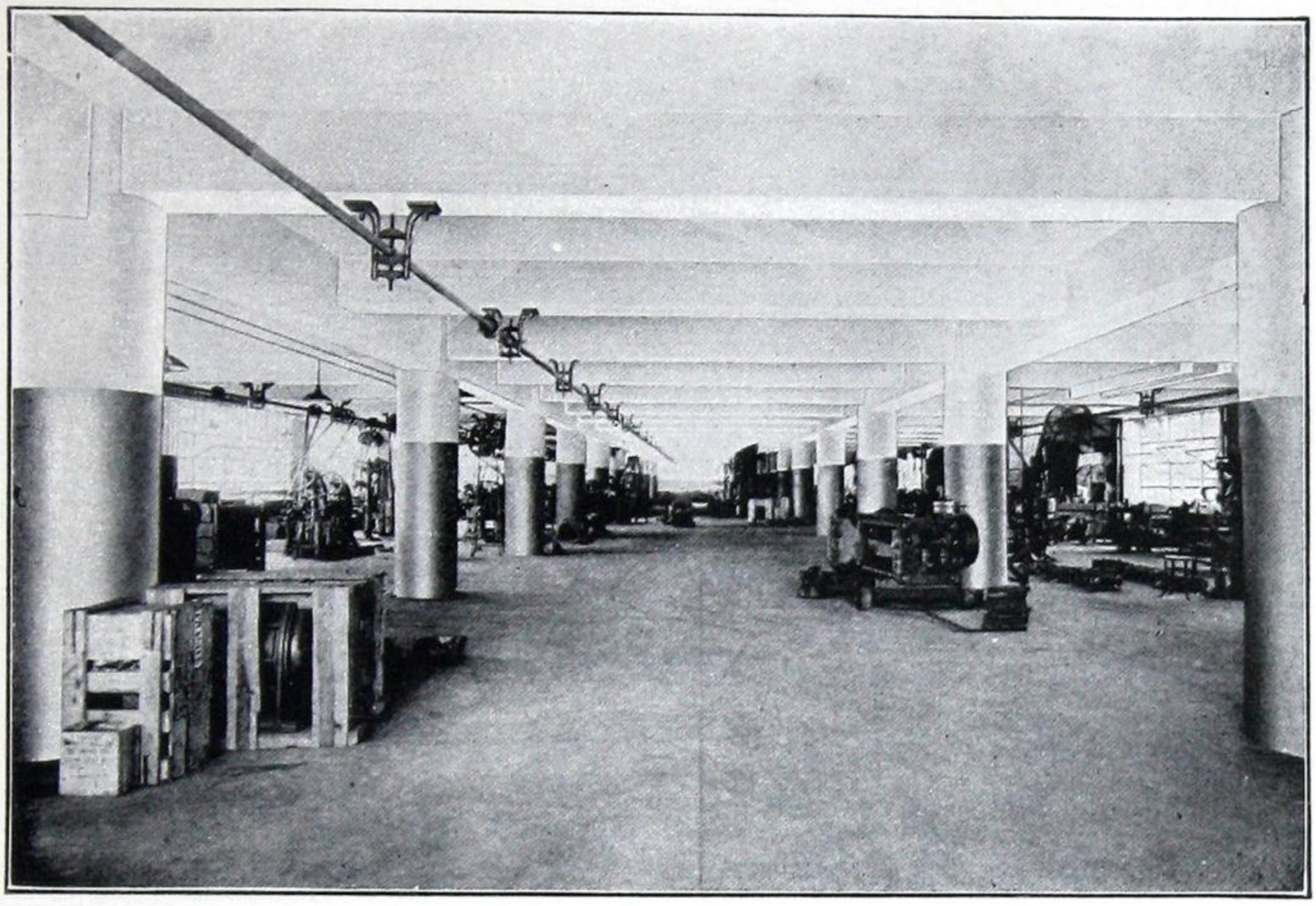
PHOTOGRAPH BY COURTESY OF STONE & WEBSTER ENGINEERING CO.

"GOOD ENOUGH FOR TECH, GOOD ENOUGH FOR ME"— writes a prominent manufacturer. Ten thousand gallons of Barreled Sunlight were specified by the engineers for all the inside concrete and brick of the Massachusetts Institute of Technology buildings. What higher tribute could be paid a product than that it should be selected by the world's greatest technical institution for use in its own buildings?

"Barreled Sunlight" — the Rice Process White is the original "mill white," and the standard, and there is no substitute for it. It made the reputation of the name "Mill White." The special process by which it is made cannot be used by any other paint manufacturer.

The smooth, satin-like sheen resulting from the "Rice Process" has a marked advantage over any other white finish for interior use. Unlike the rough, porous surface of Flat and Egg-Shell finishes, it offers no lodgement for dust and dirt, nor does it produce an unpleasant glare, nor yellow rapidly, as do varnish gloss paints.

As it contains no varnish, "Barreled Sunlight" does not "drag" under the brush nor clog spraying machines. The labor cost for applying is less than for any other oil paint.



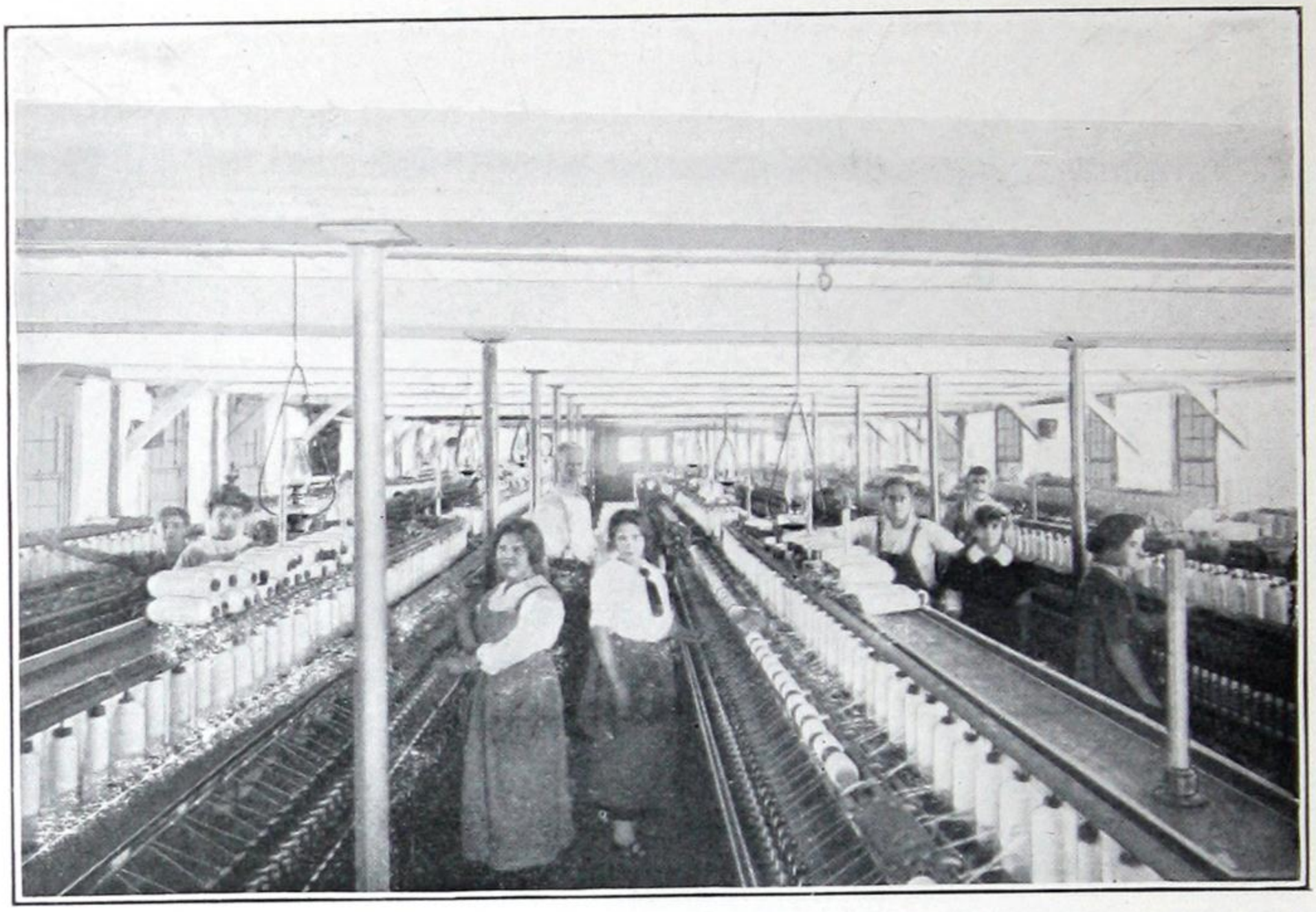
PHOTOGRAPH BY COURTESY OF HYATT ROLLER BEARING CO.

Tests by the Electrical Testing Laboratories of New York City show 19 to 36% MORE LIGHT

Its use means 19% to 36% more light — the percentage depending upon the condition of the ceilings and walls before painting. Tests of the highest scientific accuracy, made for us by the Electrical Testing Laboratories of New York City, have proved this beyond doubt.

The Rice Process White reflects the rays of both natural and artificial light *the greatest distance.* It lengthens the hours of daylight and increases plant efficiency at all times.

It possesses great covering power and intense body. Two coats will cover better than three of lead and oil, and it holds its pure white color far longer.



THE OLDEST COTTON MILL — More unfavorable lighting conditions would be hard to imagine. This is the oldest cotton mill in continuous operation today. The light supply comes only from kerosene lamps and small six-pane windows. Yet, the lustrous surface of Barreled Sunlight reflects available rays so well that machinery and operatives are completely lighted.

The difference between "Barreled Sunlight"— the Rice Process White—and so-called "mill whites"

The most convincing way to determine the difference between "Barreled Sunlight" and all so-called "mill whites" is by actual test.

When first applied, "mill whites" may appear as white and bright as "Barreled Sunlight." But, in the course of a few months, time reveals a great difference in quality. "Barreled Sunlight" remains white longest and does not flake or scale.

The matter of yellowing is of vital importance, as no white is permanent under all conditions.

Only the inexperienced, or those who deliberately misrepresent, can guarantee without restrictions that a white paint will not yellow. Our process, however, removes the yellowing tendency and enables us to guarantee, after fifteen years' experience, that "Barreled Sunlight" will remain white longer than any other gloss paint applied under the same conditions and at the same time.

What "Barreled Sunlight" will do

IT WILL

Increase the light 19 to 36% — Proven by scientific tests conducted by the Electrical Research Laboratories, New York City.

Make possible a substantial saving in artificial light bills. In the average plant, the turning on of artificial light can be postponed one-half to three-quarters of an hour each day.

Utilize the daylight and augment the efficiency of the artificial lighting system by reflecting and diffusing the light rays evenly to all parts of the rooms.

Furnish better working conditions by which the employer will benefit in increased production and better workmanship.

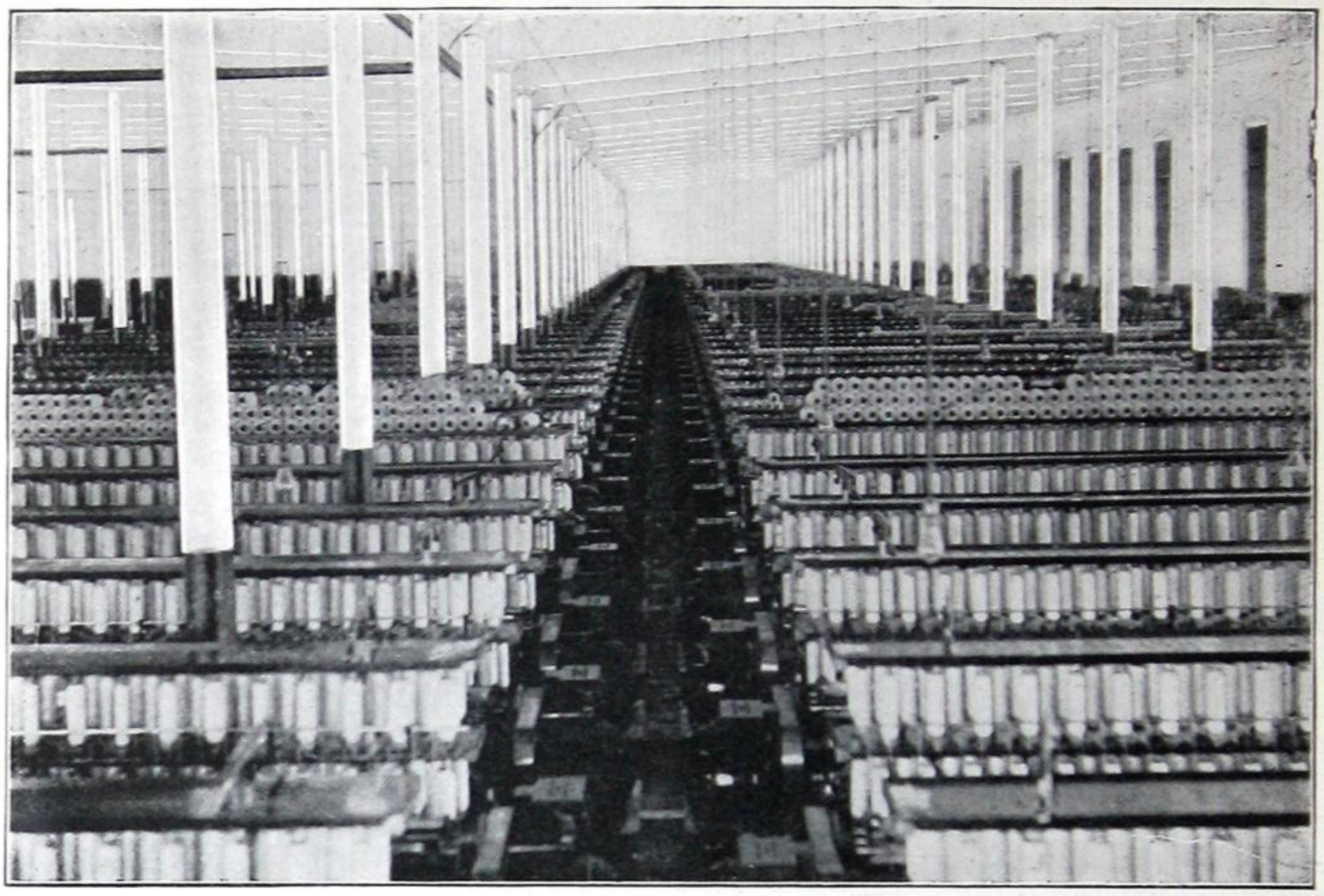
Remain white longer than any other gloss white paint, subjected to the same conditions. This we guarantee.

IT WILL NOT

Scale or flake, or under ordinary conditions need frequent recoating as is the case with cold-water paints and whitewash.

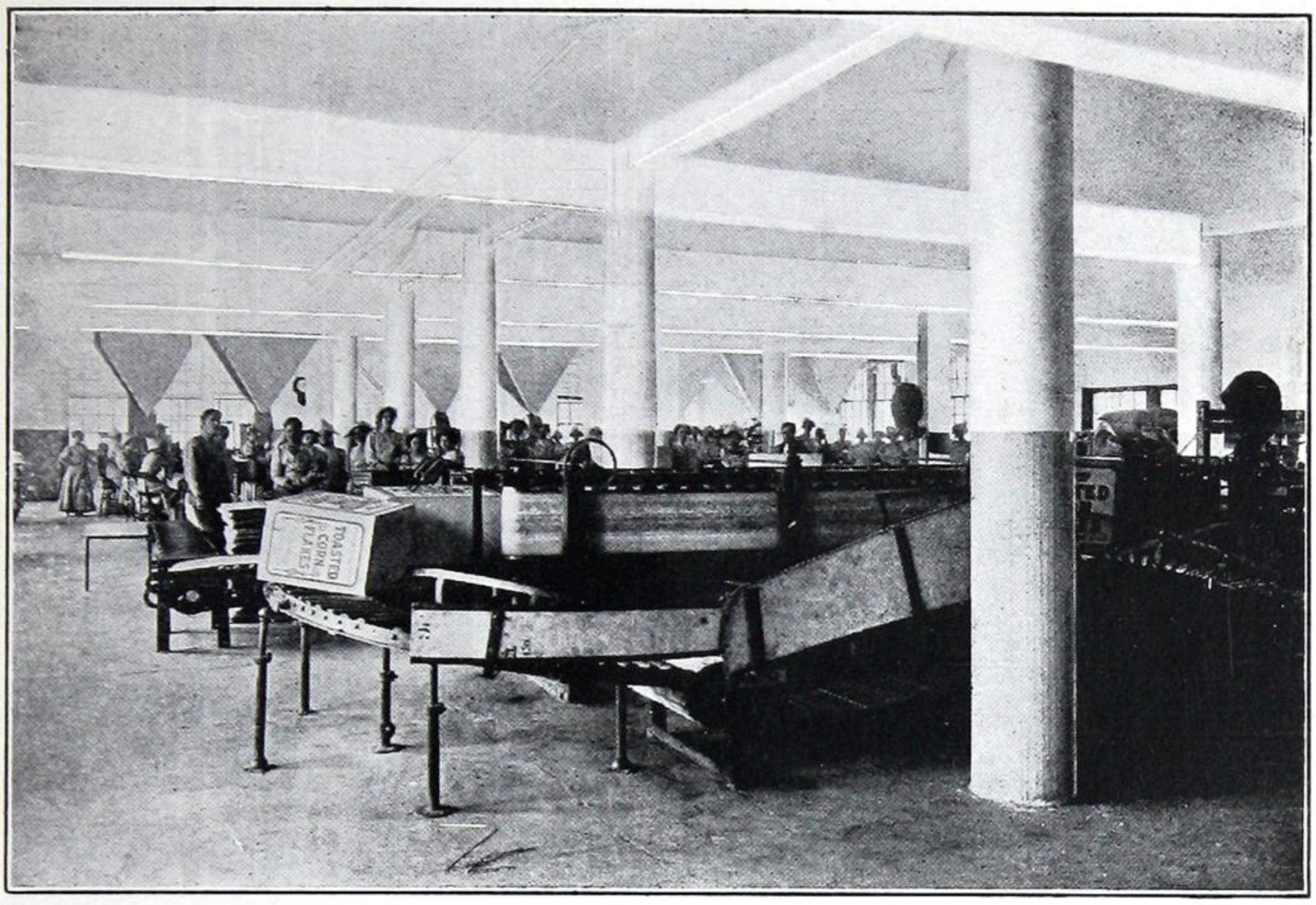
Collect dust and dirt and thereby quickly become dark, losing its efficiency as a light reflector, because it gives a smooth, lustrous, dirt-resisting surface.

Check or crack under the vibration of machinery, as it contains no varnish, a necessary ingredient in all other gloss paints.

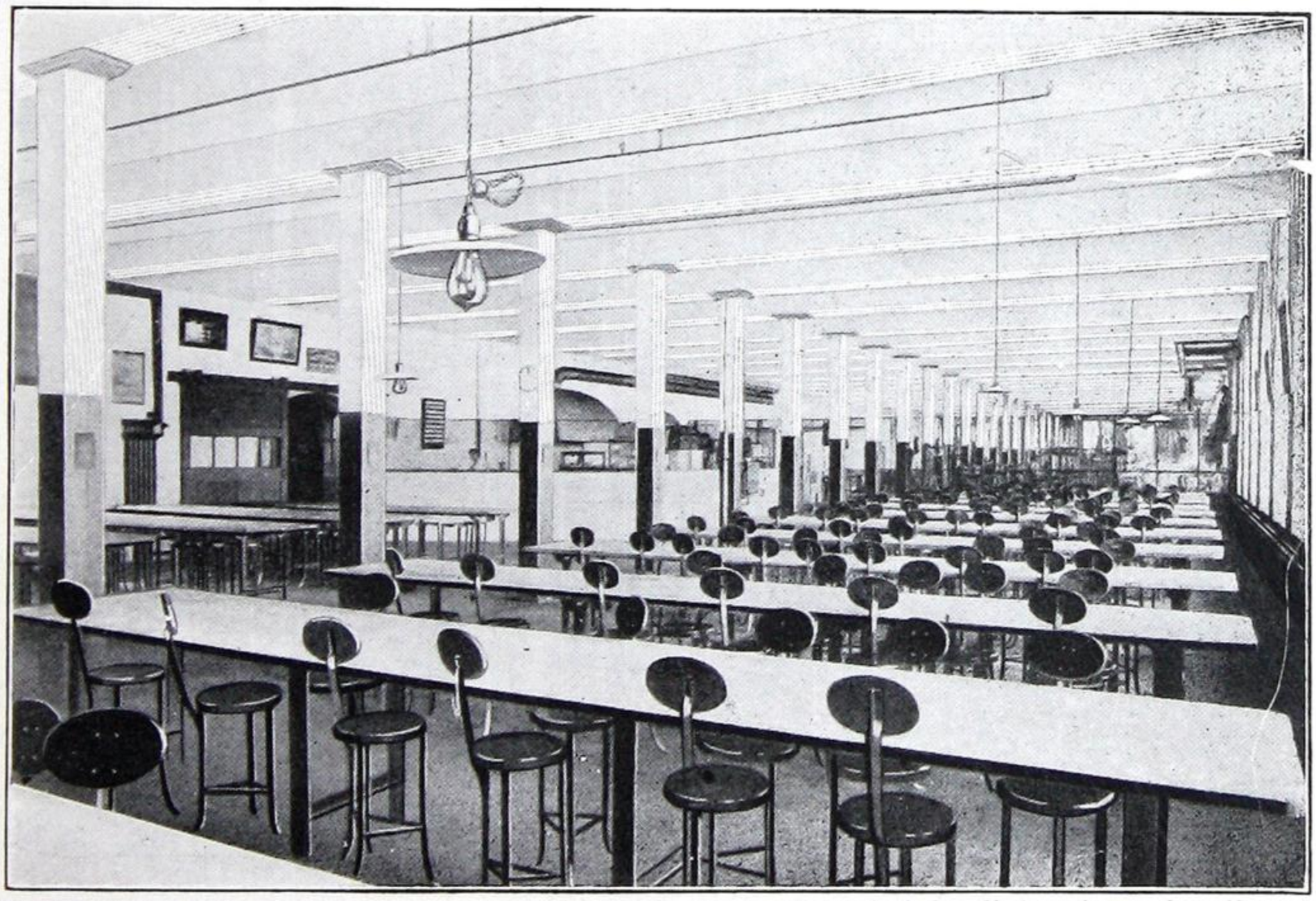


SPINNING ROOM — Yarn spun under these conditions is actually more sanitary than yarn spun in dark, badly-lighted rooms. Barreled Sunlight on these ceilings and walls gives the highest value to every ray of light entering the windows.

EMPLOYEES' ROOM — Too frequently the entrances for employees, storerooms, coat-rooms, etc., are considered as non-productive space and as such are poorly maintained. Brightness and cheerfulness among employees at all times are today considered valuable business assets and are promoted in this factory by Barreled Sunlight.



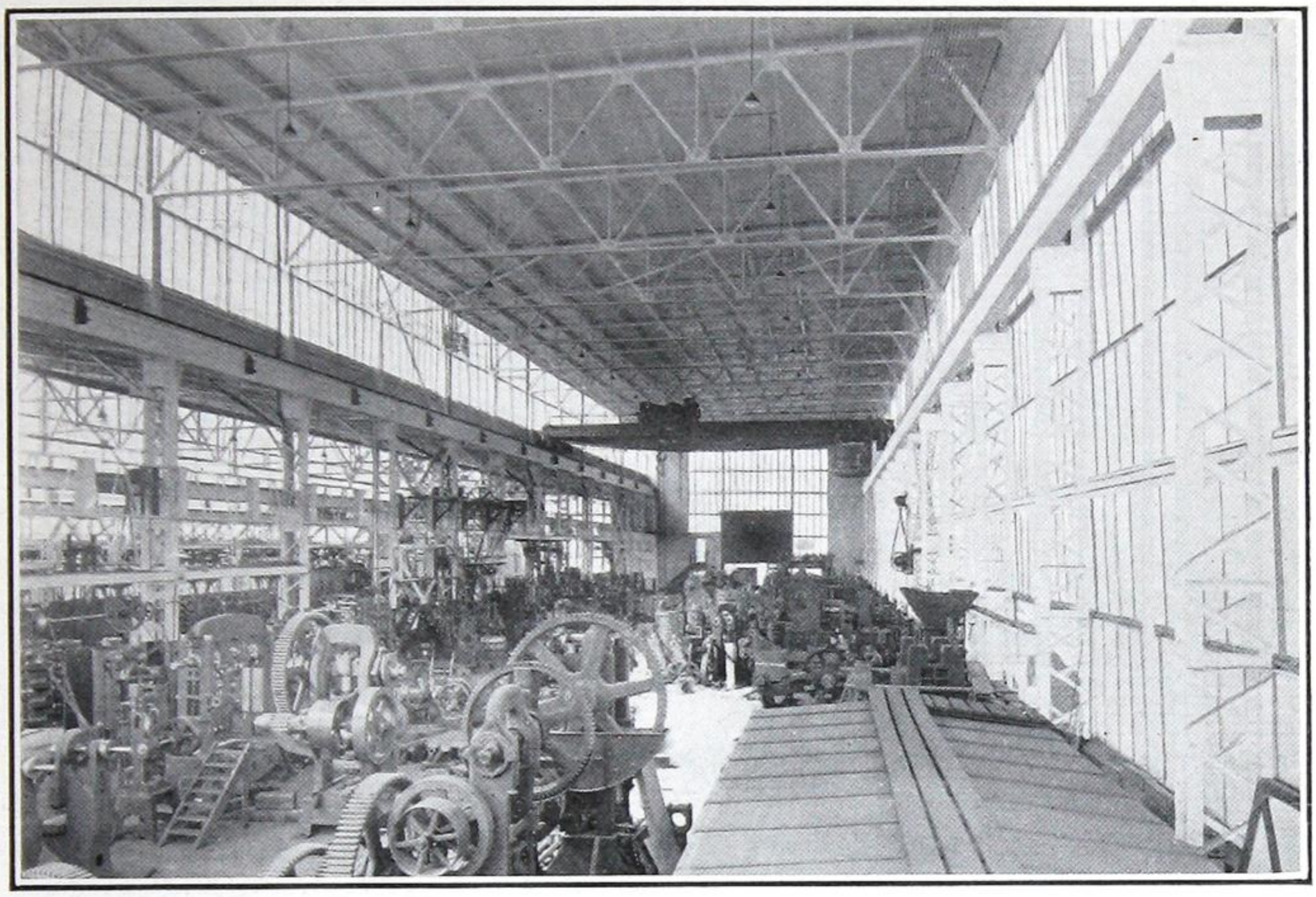
BREAKFAST–FOOD PLANT — This well-known concern has increased the efficiency of its lighting system and improved its sanitary conditions by using Barreled Sunlight. The ceilings and walls have a smooth, white finish of the highest light-reflecting power, and one that can be washed and kept perfectly clean.



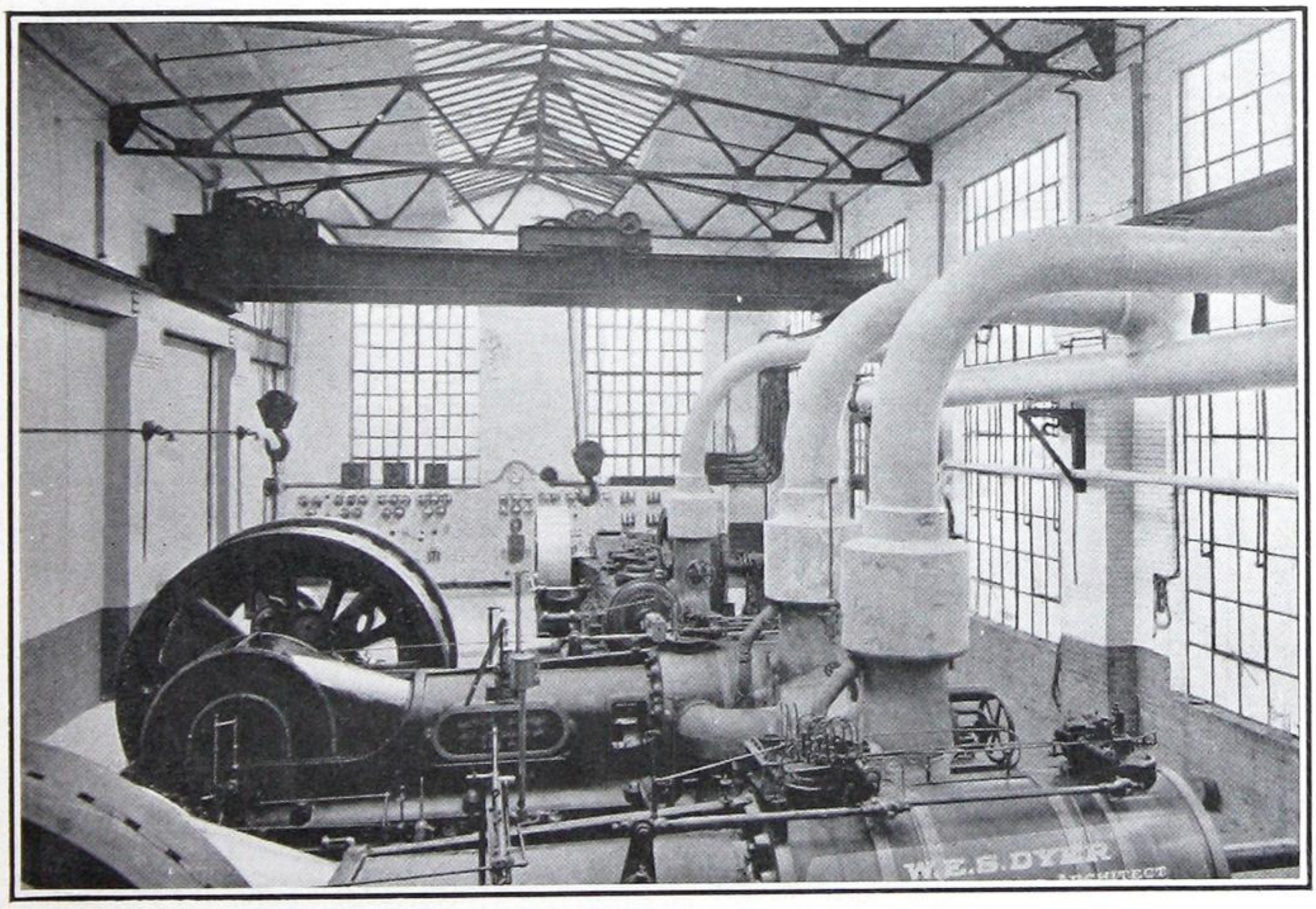
RESTAURANT — of a very large industrial plant. Barreled Sunlight gives cleanliness and cheerfulness to this room and makes it perfectly sanitary.

AUTOMOBILE FACTORY — Keen competition in the automobile industry demands perfect light, both in shops and assembling rooms. This great room is flooded with light in every part by Barreled Sunlight, making possible more rapid and better work and closer inspection of products.

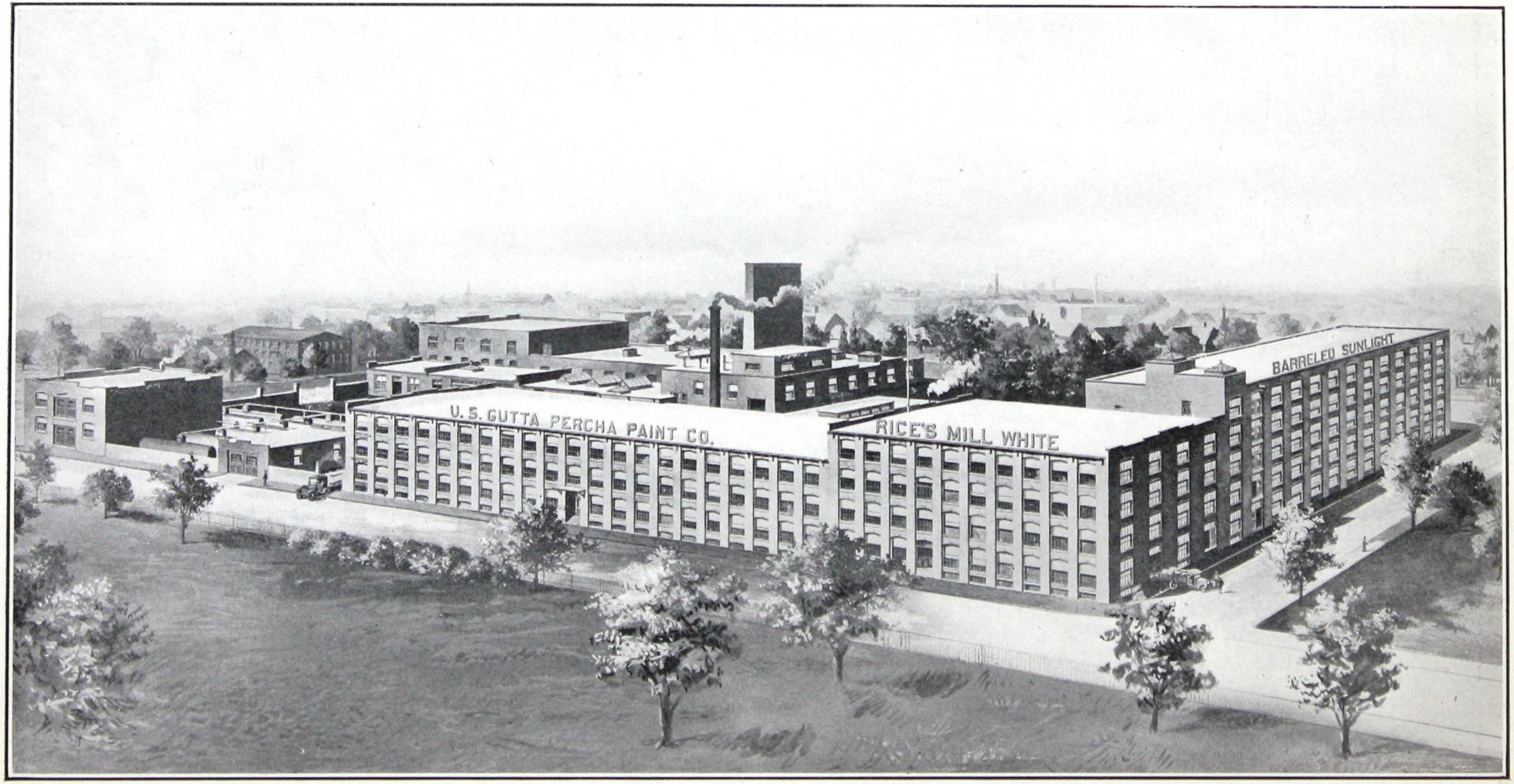
FACTORY OFFICE — Note the soft, perfect light here. Also, the inverted lighting system that owes its great value to the reflecting power of Barreled Sunlight.



BARRELED SUNLIGHT is essential even in buildings that are well lighted by nature of construction. Proper light reflection is highly dependent upon the reflecting properties of the paint on ceilings and walls.



POWER HOUSE — A flaking and scaling paint can soon do hundreds of dollars worth of damage in a power house. BARRELED SUNLIGHT properly applied is guaranteed not to flake or scale off. It maintains its smooth surface despite vibration.



HOME OF "BARRELED SUNLIGHT"—THE RICE PROCESS WHITE—WHERE THE "MILL WHITE" IDEA ORIGINATED

Send for "The Rice Method Specifications"

Showing how "Barreled Sunlight" can be applied over old as well as new surfaces — wood, brick, concrete or plaster. By following them, "Barreled Sunlight" can also be applied over cold-water paint or any painted surface without danger of flaking or scaling.

Spraying

"Barreled Sunlight" is being applied by the Spray Method with the best of results. Due to its intense opacity and free-flowing qualities, it does not "gum up" the machines as paints of a varnish nature do, nor is there any noticeable difference in the final covering capacity as against brushing.

For Office Interiors

The Rice Process White is also made in the "egg-shell gloss" and "flat" finish.

Priming Paints

For general purposes where a priming paint is desired, Rice's Granolith makes an ideal first coater on brick, concrete, and plaster. For wood or previously painted surfaces, Rice's Undercoat is the proper primer.

Applied according to "The Rice Method Specifications," these primers will form a part of the surface to which they are applied, making a firm, durable binder for the finishing coat of Gloss.

Where "Barreled Sunlight" has been used

It not only enjoys a large market throughout the United States and Canada, but also in many foreign countries.

Over 6,000 factories are enthusiastic users of this famous mill white.

There is a far wider use for "Barreled Sunlight"—the Rice Process White than simply in factories and in industrial plants. It has been sold to other lines of industry with great satisfaction to the users. The modern demands for sanitary conditions under which, for instance, food products are made, bring out its value, because it is non-poisonous and sheds dust and dirt, and is washable.

Hence its use in:

Food Product Plants
Automobile Factories
Textile Mills
Bottling Plants
Railroad Companies
Machine Shops
Paper Manufacturing Plants
Rubber Goods Plants
Public Service Corporations
Packing Houses
Dairies
Creameries
Laundries
Office Buildings
Department Stores
Groceries
Butcher Shops
Apartment Houses
Institutions
Hotels
Restaurants
Hospitals
Candy Factories
Power Plants
Garages and Service Stations
Light Shafts
Elevator Shafts
Lavatories
Steamships
Printing Plants
Bleacheries
Dye Houses

This is Our Guarantee

IF "Barreled Sunlight" — the Rice Process White — does not remain white longer than any other gloss paint, applied at the same time and under the same conditions, we will give free, enough "Barreled Sunlight" to repaint the job with one coat. We guarantee also that, properly applied, it will not flake or scale.

You cannot lose under this guarantee

THE RICE PROCESS WHITE